

## CASE STUDY:



# CANE RIVER

— PECAN COMPANY —

### Customer objectives

The client needed to outsource a new vendor who not only could effectively support them with their heavy call volume and influx of phone orders during the holidays, but also be willing to provide a seasonal (limited) contract for the months of November and December only.

### About Cane River Pecan Company

Cane River Pecan opened its doors in 1982 as a small, seasonal retail store that sold pecans directly from its orchards. By the late 1980's, the owners purchased a business-to-business mail order division that eventually grew into the company it is today – a highly respected, Southern retailer of gourmet pecans. Their specialty pecan gifts are a holiday favorite among general consumers and corporations.

### The challenges

For several years, Cane River Pecan worked with the same outside company to assist them with their order entry during the holidays – their busiest season. However, when this vendor suddenly discontinued their seasonal services, Cane River quickly needed to find a new partner who could handle the scope of the work and offer them a seasonal contract.

### The solution

Cane River turned to AnswerNet because of our contract flexibility, our ability to get up to speed quickly, as well as our capacity to handle the heavy call volume of orders. For maximum coverage and to help ensure success of the program, we enlisted three of our sites to assist with answering the phones and process the orders on a 24/7 basis. Not only did AnswerNet assist with the overflow during regular business hours, we also handled all of the after-hour calls for our client.

### The result

**Those two months of this new partnership yielded an additional \$100,000 in sales for Cane River Pecan Company. As a result, they have already committed to work with AnswerNet for call center support this holiday season.**

In fact, plans are already underway by AnswerNet to make the program even more efficient for Cane River Pecan, including expanding the number of centers to be included in the holiday campaign.

*How sweet it is!*

*"AnswerNet's contract flexibility, ability to handle our heavy call volume and clear communications from our project manager, helped to make our busy holiday season a great success.*

*We'll be back next year!"*

*~ Sandy Breaux*

*Cane River  
Pecan Company*

 answerNet

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